

Amendments to the claims:

1. (currently amended) A computer system comprising:

a storage medium having stored therein a plurality of programming instructions to implement a set of communication services for receiving on behalf of a plurality of offeror content providers ~~within a call service community~~, an indication from an offeree acknowledging acceptance of an offer to provide assistance presented to the offeree by one of the plurality of offeror content providers, the communications services further comprising services for registering said indication in one or more data queues, and services for allowing one or more agents to select said registered indication from said data queues so as to facilitate said assistance ~~determining based upon content of said acceptance which of plural of servers should process the acceptance to provide such assistance~~; and

an execution unit coupled to the storage medium for executing the plurality of programming instructions.

2. (currently amended) The computer system of claim 1, wherein said indication is registered in the data queues regardless of availability of the agents ~~the call service community comprises a plurality of data queues~~.
3. (currently amended) The computer system of claim 2, wherein the data queue is provided by a data storage device of a call server, and the selection of said indication by an agent triggers a communication session between said offeree and the agent selecting the indication ~~the indication from the offeree is registered in at least one of the plurality of data queues~~.
4. (original) The computer system of claim 2, wherein select ones of the plurality of data

queues are each associated with one or more subject matters.

5. (currently amended) The computer system of claim 4, wherein the indication from the offeree is generated in response to the offeree selecting a hyperlink displayed in association with a web page sponsored by at least one of the offeror content providers.
6. (original) The computer system of claim 5, wherein the indication is registered in a data queue having a subject matter that corresponds to a topic associated with the hypertext link.
7. (currently amended) The computer system of claim 4, wherein the indication from the offeree is generated in response to the offeree selecting one of a plurality of hypertext links displayed by the computer system in association with a web page sponsored by the offeror content providers ~~call service community~~.
8. (original) The computer system of claim 1, wherein the indication from the offeree comprises the form of an electronic question posed by the offeree in association with content provided by one of the plurality of offeror content providers, and corresponding to at least one of a plurality of subject matters.
9. (currently amended) The computer system of claim 8, wherein the data queues are further comprising a plurality of topically organized data queues, wherein select ones of the queues and are dynamically generated based at least in part upon the one or more subject matters determined to be associated with the electronic question.
10. (currently amended) The computer system of claim 9, wherein the assistance is selectively facilitated by one of the plurality of independent agents based upon the one or more subject corresponding to the electronic question.
11. (currently amended) The computer system of claim 1, wherein the assistance is selectively

facilitated by one of the plurality of ~~independent~~ agents based upon a value assigned to the assistance by the plurality of ~~independent~~ agents.

12. (original) The computer system of claim 11, wherein the value is a monetary value.

13. (currently amended) The computer system of claim 11, wherein the plurality of ~~independent~~ agents bid against each other to obtain a right to facilitate the assistance.

14. (currently amended) A computer system comprising:

a storage medium having stored therein a plurality of programming instructions to implement a set of communication services on the computer system for offering assistance to an offeree on behalf of an offeror, ~~the assistance to be selectively facilitated in association with a call center community,~~ the communications services further comprising services for receiving an indication from the offeree acknowledging acceptance of said offer, services for registering said indication in one or more data queues, and services for allowing at least one of a plurality of agents to select said registered indication from said data queues so as to facilitate said assistance ~~selecting one of plural other servers, each associated with agents, in order provide such assistance;~~ and

an execution unit coupled to the storage medium for executing the plurality of programming instructions.

15. (currently amended) The computer system of claim 14, wherein said indication is registered in the data queues regardless of availability of the agents ~~the call service community comprises a plurality of data queues.~~

16. (currently amended) The computer system of claim 15, wherein the data queue is provided by a data storage device of a call server, and the selection of said indication by an agent triggers a communication session between said offeree and the agent selecting the

~~indication~~ an indication of the offeree's acceptance is registered in at least one of the plurality of data queues.

17. (original) The computer system of claim 15, wherein select ones of the plurality of data queues are each associated with a topical subject matter.
18. (currently amended) The computer system of claim 17, wherein ~~an the~~ indication of the offeree's acceptance is generated in response to the offeree selecting a hyperlink displayed in association with a web page sponsored by the offeror.
19. (original) The computer system of claim 18, wherein the indication is registered in a data queue having a topical subject matter that corresponds to a topic associated with the hypertext link.
20. (currently amended) The computer system of claim 17, wherein ~~an the~~ indication of the offeree's acceptance is generated in response to the offeree selecting one of a plurality of hypertext links displayed by the computer system in association with a web page sponsored by the ~~offeror call service community~~.
21. (currently amended) The computer system of claim 14, wherein the indication from the offeree comprises the form of an electronic question posed by the offeree in association with content provided by ~~the offeror one of the plurality of offeror content providers~~, and corresponding to at least one of a plurality of subject matters.
22. (currently amended) The computer system of claim 21, ~~wherein the data queues are further comprising a plurality of topically organized data queues, wherein select ones of the queues and~~ are dynamically generated based at least in part upon the one or more subject matters determined to be associated with the electronic question.
23. (currently amended) The computer system of claim 22, wherein the assistance is

selectively facilitated by one of the plurality of ~~independent~~ agents based upon the one or more subject matters corresponding to the electronic question.

24. (currently amended) The computer system of claim 14, wherein the assistance is selectively facilitated by one of the plurality of ~~independent~~ agents based upon a value assigned to the assistance by the plurality of ~~independent~~ agents.

25. (original) The computer system of claim 24, wherein the value is a monetary value.

26. (currently amended) The computer system of claim 24, wherein the plurality of ~~independent~~ agents bid against each other to obtain a right to facilitate the assistance.

27. (currently amended) A computer system comprising:

a web server for presenting an offer of assistance to an offeree on behalf of an offeror content provider;

means for receiving an indication from the offeree acknowledging acceptance of the offer of assistance;

means for registering said indication in one or more data queues; and

means for allowing at least one of a plurality of agents to select the registered indication from the data queues so as to facilitate said assistance

~~a storage medium having stored therein a plurality of programming instructions to implement a set of communication services on the computer system to provide assistance to an offeree, based at least in part upon the offeree acknowledging acceptance of an offer for the assistance generated in association with a call center community on behalf of an offeror content provider; and~~
~~an execution unit coupled to the storage medium for executing the plurality of programming instructions;~~

~~wherein the assistance is selectively facilitated by one of a plurality of independent agents who are independent of the offeror content provider, and wherein the assistance is facilitated by a first Internet server that examines said acceptance and determines based upon content therein, which of plural other servers should receive service said request .~~

28. (currently amended) The computer system of claim 27, wherein said indication is registered in the data queues regardless of availability of the agents ~~the call service community comprises a plurality of data queues.~~
29. (currently amended) The computer system of claim 28, wherein ~~select ones of the plurality of data queues~~ are each associated with subject matters.
30. (original) The computer system of claim 28, wherein acknowledging acceptance of the offer further comprises transmitting an indicator to the offeror content provider.
31. (currently amended) The computer system of claim 30, wherein the indication from the offeree is generated in response to the offeree selecting a hyperlink displayed in association with a web page sponsored by the offeror content provider.
32. (original) The computer system of claim 31, wherein the indication is registered in a data queue having a topical subject matter that corresponds to a topic associated with the hypertext link.
33. (currently amended) The computer system of claim 29, wherein the indication from the offeree is generated in response to the offeree selecting one of a plurality of hypertext links displayed by the ~~computer system~~ web server in association with a web page sponsored by the ~~offeor content provider call service community~~.
34. (currently amended) The computer system of claim 27, wherein the indication from the offeree comprises the form of an electronic question posed by the offeree in association

with content provided by the ~~offeror content provider~~ one of the plurality of ~~offeror content providers~~, and corresponding to at least one of a plurality of subject matters.

35. (currently amended) The computer system of claim 34, ~~wherein the data queues are further comprising a plurality of topically organized data queues, wherein select ones of the queues~~ and are dynamically generated based at least in part upon the one or more subject matters determined to be associated with the electronic question.

36. (currently amended) The computer system of claim 35, wherein the assistance is selectively facilitated by one of the plurality of ~~independent~~ agents based upon the one or more subject matters corresponding to the electronic question.

37. (currently amended) The computer system of claim 27, wherein the assistance is selectively facilitated by one of the plurality of ~~independent~~ agents based upon a value assigned to the assistance by the plurality of ~~independent~~ agents.

38. (original) The computer system of claim 36, wherein the value is a monetary value.

39.(original) The computer system of claim 37, wherein the plurality of independent agents bid against each other to obtain a right to facilitate the assistance.